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ABSTRACT

This research study discusses the reading habits of the 1595 people it surveyed and the relationship of periodical mass media to individual political involvement. Focusing on popular magazines and organizational publications as periodical types, the study indicates that the amount of time available for reading periodicals and an individual's knowledge and activity in political issues are the two factors which have greatest impact on a person's choice of periodical literature. In general, people who are more involved in political activities read more organizational periodicals, while people less concerned with political issues read only popular magazines; and this variance increases as less time is available for reading periodicals. Appendixes provide further details on the data and analyses. (RL)

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PERIODICALS IN POLITICS

Results from a Swedish Survey

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PREFACE

This paper is based on surveys undertaken within the framework of the research projekt Functions of the Press at the Institute of Political Science, University of Göteborg. The project was originally initiated by the 1972 Government Commission on the Press. The general aim was to analyze the significance of mass media in Swedish political life. Previous reports from the project have dealt with the role of the daily press in the political process and the significance of different mass media as regards people's knowledge of social issues.

The aim of this paper is to discuss the relations between periodicals and the formation of political opinion. By periodicals is meant ordinary weekly magazines as well as magazines and journals published by organizations and interest groups.

The following account is of a primarily descriptive nature. The first part of the paper presents the general structure of the Swedish periodical press market. The second part contains an attempt at analyzing the political effects of organizational publications mainly. The concluding chapter relates periodicals to other mass media - mainly daily press, radio and television.

The main part of the data presented in this paper has previously been included in a report to the 1976 Government Commission On Periodical Publications (Weibull 1976 b). Moreover, some parts of the analysis are based on a special report on the weekly press (Weibull 1976 c) which has been worked out within the project. The description of the general structure of the periodical press has been taken from a paper by Claes-Olof Olsson, Institute of Political Science (Olsson 1976).

Göteborg, February 25, 1977

Lennart Weibull

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APPENDIX

1. INTRODUCTION

As a rule, the periodical press is a neglected field of study in political mass communication research. A large number of studies have been carried out on daily press as well as radio and television, but weeklies, specialist periodicals and political journals have received only limited attention. Even basic information as regards e.g. number of publications or circulationfigures, is rather difficult to obtain. The lack of studies as concerns the role of periodicals in society also seems to be an international phenomenon (cf Bohrmann - Schneider 1975).

This lack of studies becomes still more marked considering that an up-to- date Swedish bibliography on periodical press would contain some 2,500 titles. Such bibliographies, however, usually are limited to major periodical publications (Svensk Tidskriftsförteckning 1975).

The Swedish surveys on periodicals which are undertaken today are mainly commercial projects initiated by the major publishing houses within the weekly press. Naturally, they will concentrate on the consumer behaviour of the public and on functions filled by the popular and special interest magazines. On the part of the publishing houses grants have also been alloted to scientific research primarily concerning the significance of the popular magazines. Lately a growing interest has also been noted in studies dealing with the contents of the weekly press.

Scientific research on the popular magazines is, of course, motivated mainly by the fact that from a quantitative point of view this group dominates the periodical press concumption of people. Also, there is a commercial background which has to do with on one hand the popular press having been dependent on the market situation; on the other hand the fact that it has had resources to be set aside for such studies. Organizational and specialist

publicatiaons have had their given audience in quite a different way. This is probably one of the main reasons for lack of research in this field. In occasional cases major analyses of readers have been carries out, but as a rule such ventures have been out of reach due to reasons of economy. In consequence the research efforts made have been rather scattered.

2. THE PROBLEM

The principal aim of this paper is to discuss the role of periodical publications in political life. That is to say political life in a representative democracy of the Scandinavian type. A formel description of this type of political life places an emphasis on representative elected bodies, appointed through general elections. In the elections and the periods in between, parties and other organizations play a prominent role as mediators of demands from the public to those who make the decisions. According to the ideal model, the wishes of the citizens are voiced by organizations and groups. This democratic model requires that people are well informed about what is happending in society. It is also required that they are active in order to influence the course of society.

In the ideal democratic model a great importence has traditionally been ascribed to mass media. They supply information on social issues, they are fora for debates and they put events under critical survey (SOU 1975:78). With mass media are usually meant the daily press, radio and television. This paper aims to throw light on the role of the periodical press in ralation to this model of political life. In this case periodical press means every periodical publication with at least four issues per year. That is to say that ordinary weeklies as well as specialist periodicals, cultural journals and organizational publications are included.

The central question of the following analysis can be formulated: what do periodicals of different kinds mean for the general level of information and activity in regard to social issues. One first step in the analysis is to discuss what factors influence the general consumption of periodical press and to study how this is related to the consumption of other mass media.

The account is primarily descriptive. First are presented some general aspects of the Swedish periodical press market. This is done to furnish a background to the consumption of periodicals by the general public. The second part of this paper deals with the more specific question of the role of periodicals in politics. This is mainly done through a number of correlation analyses. In the concluding section is discussed the significance of periodicals in relation to that of other mass media.

3. DATA AND METHOD

The basis of this analysis is an interview survey carried out in the spring of 1974 in four Swedish communes. A total number of 1.595 people from Malmö, Göteborg, Västerås and Leksand were interviewed. The sample consisted of 500 people per commune and the non-response rate was 15 per cent on an average. This organization of the survey means that the material cannot be considered representative of Sweden as a whole. However, taking into consideration that these four communes together have a population structure which largely corresponds with a national average, there are hardly any reasons to suppose that the results obtained would in any decisive way differ from a nation-wide sample.

The interview question concerning reading of periodicals was an open one, i.e. the interviewees themselves stated the name of each periodical. For each periodical stated they were asked how often they generally read it and how much of the contents. The wording of this question can be seen in table A 1.

The open question technique was chosen in view of the aim of the project: to produce information not only on a limited number of periodicals, but rather to ascertain the theoretical chance of all periodicals to be included. Since there are at least some 2.500 titles of periodicals registered in Sweden (cf p 4), and since not even that covers all periodicals, there was no technical possibility of using a list method, i. e. presenting a list of periodicals and asking each interviewee to mark the ones read by him or her.

In this connection it is important to stress the differences in method between audience studies based on open questions and those based on list method. As a rule, the former method entails a lower rate of answers for individual periodicals than the latter. It seems reasonable to presume that the list method provides a measure of general exposure, while the open question method provides knowledge of which periodicals are actually read more regularly. Allowance must be made for this methodological difference when data presented here are compared with results from surveys based on a list method, e.g. several of the most common kinds of market surveys.

4. PERIODICAL PRESS IN SWEDEN

The following description of the Swedish periodical press market is founded on a catalogue published by the Royal Swedish Library in Stockholm. The classification has been done according to the general aim of the several publications. The periodicals which are membership organs of organizations or associations or which are mouthpieces of organized interests in society are classified by the type of organization. A similar classification has been made with regard to periodicals published by government or communal authorities or organs and by enterprises. Periodicals which

are not mouthpieces of organized interests are mainly grouped according to their contents.

With this aim in view the following main categories of periodicals have been worked out:

- organizational publications
- government publications
- communal publications
- company publications
- popular publications
- special interest publications
- cultural and general political publications

The first four groups are entirely based on type of publisher. If it has not been possible to fit a publication into any of these categories, it has instead been taken to one of the three subsequent ones. There the classification is based on contents.

In table 1 are shown the 2.556 periodicals included in the Royal Library catalogue, classified by their main types. It can be seen from the table that a majority of the periodicals are published by organizations. Close on 40 per cent of the periodicals belong to this category. Large proportions have also fallen into the categories of company and specialist publications. There is no closer information available on 110 publications. These are mainly periodicals which can only be found in the Swedish catalogue Inländsk tidningstaxa. In these cases the information available has been too scanty to render a correct classification possible.

Table 1. TOTAL NUMBER OF PERIODICALS BY TYPE, 1975

Group	Type of periodical	Number	%
1	Organizational publications	1.021	39,9
2	Government publications	138	5,4
3	Communal publications	79	3,1
4	Company publications	378	14,8
5	Popular publications	170	6,7
6	Specialist publications	374	14,6
7	Cultural and general political publications	265	10,4
8	Other publications	131	5,1
	Total	2.556	100,0

When it comes to analyzing periodicals in politics, the organizational periodicals are of special interest. They are mouthpieces of different interests and can be assumed to play an important part in the flow of information within politically relevant organizations and groups. A closer study of this type of periodicals reveals that it is dominated by organs of non-profit-making associations (48.2 %), while periodicals published by economic associations (19.0 %), public interest organizations (18.8 %) and trade union organizations (9.8 %) are somewhat fewer in number. This is shown in table A 2.

The number of periodicals is certainly only one measure of the structure of the periodical press market. A closer look at the cirkulation reveals a somewhat different picture of the situation. Of the fifteen largest periodicals (table A 3) only five are published by organizations, while ten can be characterized as popular magazines. A study of the annual circulations of the publications (cirkulation per issue x the number of issues) shows that the popular press holds more than half the market (table A 4), meaning an annual circulation of close to 300,000,000 copies.

5. CONSUMPTION PATTERNS

The following overview of the level of consumption should be seen in the light of what has been said about the periodical press market in the foregoing. It appears that more than 90 per cent of the public claim to read at least one periodical regularly. This is a large figure, at least seen in an international context. Other statistics also show that Sweden has the highest consumption of periodicals in the world.

The largest category of periodicals is the popular periodicals (magazines). Around 3/4 of the general public read some general popular magazine ("weekly") or some special interest ("hobby") magazine regularly. The traditional weeklies have the largest audience.

The organizational publications also reach a considerable proportion of the public: more than 45 % state that they read at least one organizational magazine. The leading groups are trade union and co-operative organization publications. A survey in more detail can be seen in table A 5.

As a rule, the organizational publication reader is an organization member. One aspect of the circulation of organizational publications is to confront it with the section stating to be members of at least one organization. Such a comparison shows that some 80 per cent are organisation members and thus are likely to receive an organizational publication. However, close on 2/5 of them do not mention reading any such periodical in their interview answers. A more detailed comparison indicates that the greatest divergence is seen in connection with the union press. There, a large share of those who have declared that they are union members do not mention that they regularly read any union publication. Those interviewees who say that they read any organizational publication pro-

bably are more interested in organization activities than the others.

The proportion of readers within each group of publications provides a picture of the distribution of different types of periodicals. In order to describe the extent of reading it is necessary also to study the number of periodicals of different types read by the public. In table 2 there is such a compilation.

Table 2. NUMBER OF PERIODICALS STATED. INTERVIEWEES BY STATED NUMBER OF PERIODICALS READ BY THEM WITHIN EACH CATEGORY. ALL FOUR DISTRICTS. (per cent)

Type of periodical	Stated number of periodicals					
	0	1	2	3	4	TOTAL
Non-profit-making org.	94	6	1	0	-	101
Trade union org.	71	25	3	0	0	99
Co-operative org.	84	15	1	-	-	100
Economic org.	90	9	1	0	-	100
Other org.	93	6	1	0	-	100
Org., total	53	28	13	4	2	100
Publications from public agencies	97	3	0	0	-	100
Popular publications, general	34	26	20	12	9	100
Special interest publications	72	22	5	1	0	100
Popular press, total	26	23	23	15	12	99
Specialist periodicals	88	9	2	0	0	99
Cultural and general political publications	97	2	0	0	-	99
Other periodicals	73	19	5	2	1	100

Note: N = 1,595

The main result of table 2 does not differ in essential points from the one obtained earlier. Once more it is shown that the popular magazines dominate. They have the largest circulations and the largest share of those readers who read many publications: some 20 per cent of the public claim to read three or more popular publications regularly.

As regards organizational publications the common pattern is that people who read such periodicals only read organs of one or possibly two organizations. People who read three or more are found rather infrequently (some 5 per cent).

The other categories have similar characteristics: only few people read more than one periodical from each respective group.

The organizational press is read more regularly than other groups of periodicals. Ninety per cent of the stated organizational publications have an audience that claims at least to look through every issue. The corresponding figure of the popular periodicals is 65 per cent. The difference is probably explained by the fact that to a large extent the organizational press consists of membership publications which arrive regularly by post. The reading of popular press, on the other hand, requires an active act of purchase. In regard to how much of the contents they read per issue, the reverse is the case. Sixty-five per cent of the popular magazines mentioned were read to the extent of half their contents at least, while the corresponding figure for the organizational press is 50 per cent (compare tables A 6 and A 7).

A weighing together of regularity and the extent of reading indicates, however, that the organizational press holds a strong position with its readers. On the other hand it is important to stress the fact that a very large proportion of the people who declare themselves to be organization members do not account for reading any organizational publication.

The figures stating how large a proportion of the contents is read show considerable variations between different types of periodicals. Certain organizational periodicals, special interest magazines, cultural periodicals and publications from agencies have very active readers.

Thus the general pattern as concerns reading of periodical publications indicates regular but rather more superficial reading of organizational periodicals, less regular but more thorough reading of popular and - above all - special interest periodicals. On the other hand the rather limited number of cultural and general political periodicals and publications from authorities generally have greatly interested readers. The conclusion drawn from this is hardly an unexpected one. It suggests that periodicals serve different purposes with different readers. In the following section the audiences of the several groups of periodicals will be further discussed.

6. READERS OF PERIODICALS

People who state that they never read any periodicals are somewhat more often men than women, more often have a low educational level than a high one, and more often are less interested in politics than the population average. The general impression, however, is that the differences between readers and non-readers are remarkably small, especially as regards sex and age. What is prominent is that practically all highly educated and politically interested people read at least one periodical.

In the light of the information on patterns of consumption presented in the previous section, ther are reasons to suppose that there exist considerable differences between readers of different types of periodicals. A compilation of reading among people with different background qualities is presented in table A 7. Here it can be seen how men and women as well as people who differ in education, age and political interest read different types of periodicals.

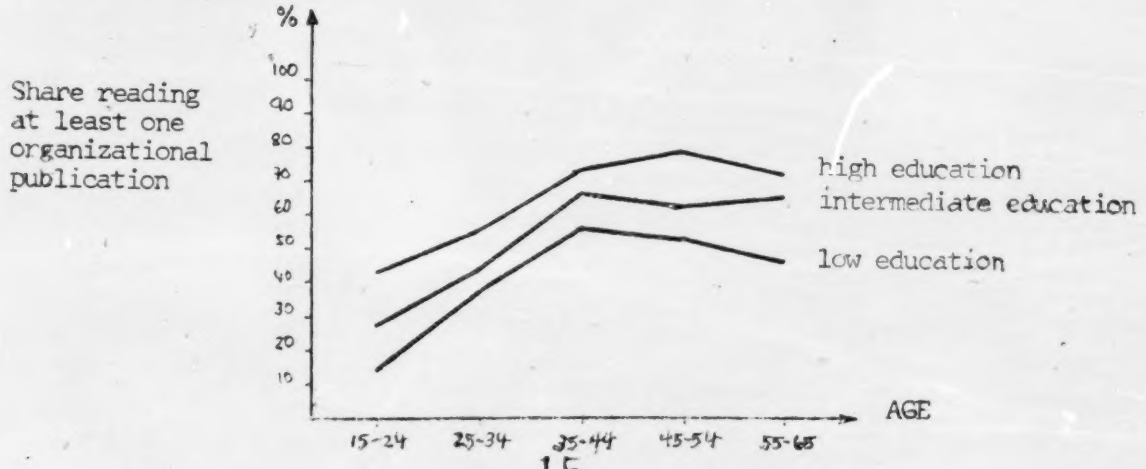
Organizational periodicals are characterized by a certain overrepresentation among male readers. Further it can be noted that highly educated people are more active than others. As regards

age, the two lower age groups turn out less interested in organizational magazines. Middle-aged people - 35 to 54 years of age - are those who read the most organizational magazines.

Within the group of organizational publications the trade union publications are most clearly overrepresented among men. This is expected, in view of the distribution between the sexes on the labour market. Co-operative organization publications have the most equal distribution of all sub-groups.

There are certain interesting patterns to be seen from a comparison between people of different education and age with regard to how they read organizational periodicals. This is illustrated in figure 1. People with low education increase their reading of organizations through the ages up to 40, after which age their occurs a slow decline in the proportion of readers. In the highly educated group the proportion of those who read at least one organizational publication increases with the age up to the middle fifties, when a recession can be noted. The greatest similarity in reading between the educational categories is seen in the active ages. Among younger and older groups those with a high and partly those with an intermediate education have a high consumption. In the demands on reading are increased - reading of at least two organizational periodicals regularly - the highly educated have a marked majority in the two upper age groups.

Figur 1. SHARE OF PEOPLE READING AT LEAST ONE ORGANIZATIONAL PUBLICATION" BY EDUCATION AND AGE (per cent).



It may be difficult to interpret these patterns. One explanation can be found in the professional and social situation of the different groups. With higher education follow better possibilities to jobs that lead to good contacts - and thereby a link is established with the organizational life. This conclusion is also supported by a closer analysis of the receding curves after 55 years of age. They prove to be largely connected with the fact that women reduce their reading of organizational publications. There are reasons to suppose that the women concerned are those with no relations to the labour market.

The second major group of readers is formed by those who regularly read popular magazines of different types. Previously it has been shown that 3/4 of the general public fall within this category. From table A 8 it can be seen that women are over-represented among the readers of this group of periodicals. There are, however, obvious differences between individual periodicals. Women dominate completely as regards family and 'women's magazines' while men form the bulk of readers of 'men's magazines' . The type of special interest magazines accounted for in table A 8 have a predominantly female circle of readers.

Compared with organizational publications, the popular press has an audience which is younger and has a lower education on an average. However, sex, age and education are strongly interrelated. This is illustrated by table 3.

The main result of this analysis indicates that the difference in sex plays a somewhat more important role than the difference in age and education. In all groups, women read more popular magazines than men do. The only group with a fairly small difference between the sexes is among older, well educated people. In this group 60 per cent of the men read at least one popular magazine. The corresponding figure among women is 65 per cent. But the average number of read magazines is higher among women in this group.

Table 3. BACKGROUND FACTORS IN POPULAR MAGAZINE READING

Share of those reading different numbers of popular magazines, by sex, education and age (per cent).

Number popular magazines read	MEN						WOMEN					
	high education		intermediate education		low education		high education		intermediate education		low education	
	younger	older	younger	older	younger	older	younger	older	younger	older	younger	older
0	31	42	28	39	36	40	13	19	15	15	14	35
1	24	27	21	29	19	28	21	24	15	22	22	20
2	16	17	25	21	23	17	27	25	25	30	37	29
3	15	8	17	6	11	15	19	17	26	18	12	13
4	14	6	9	5	11	-	20	15	19	15	15	3
Total	100	100	100	100	100	100	100	100	100	100	100	100
Number	129	272	184	70	80	53	102	335	159	122	51	31

Note: Younger = 15-34 years, older = 35-65 years

Further it can be seen from the table that the age factor seems to mean more among men than among women: with increasing age men reduce their consumption of popular magazines; among women there is no clear pattern. Among the latter, however, education seems to be of a certain importance in this connection. Above all this is true of the more well-educated women: among them increased age entails a marked decrease in popular magazine consumption.

The analysis may be brought one step further by studying how regularity in reading is related to background factors among the readers. Such a comparison largely emphasizes the general pattern.

Another factor which, of course, influences the pattern of consumption is the structure of the popular press - the types of periodicals that are published. There simply are more popular magazines dealing with family and children whereas the organizational press rather emphasizes social issues. Thus the structure

of the periodical press can be said to reinforce the differences mentioned above.

7. COMBINATIONS OF PERIODICALS

Another way of describing the popular press is to study its audience structure. In a previous report by this research project an overview of the audience was presented through an analysis of how various types of periodicals were combined. It was shown that around 1/3 of the public read only popular press, 1/10 only organizational press and 3 % only other press. The most common combination was to read both popular and organizational press (c. 1/4) or regularly to partake of periodicals from all three groups (c. 1/10). One-tenth did not read any periodicals from any of these groups (table A 9).

It may be of interest to study the composition of the audiences with regard to background factors. In table 4 are shown the audience compositions of the four largest groups. In these four groups we find together 75 per cent of the reading public.

This overview of audience compositions by different combinations of periodicals makes the previous analysis of factors behind the choice of periodicals more complete. One primary conclusion which can be drawn is that the groups of readers with the greatest interest in popular magazines to a great extent read only popular press (group 2 in Table 4). Futher, the earlier assumption is confirmed: that there is a clear distinction as to sex between readers of popular and organizational press. This suggests very separate functions for these two groups of periodicals.

Table 4. AUDIENCE COMPOSITIONS BY COMBINATIONS OF PERIODICALS

Those who read at least one periodical from each group regularly (per cent).

	Read only organizational press (1)	Read only popular press (2)	Read popular and organizational press (3)	Read popular, organizational and other press (4)
Men	75	34	50	54
Women	25	66	50	46
Total	100	100	100	100
Education:				
low	57	56	56	42
intermediate	23	36	31	37
high	19	8	13	20
Total	99	100	100	100
15-24	8	30	14	14
25-34	20	23	22	23
35-44	20	10	22	23
45-54	23	18	24	20
55-65	29	20	18	20
Total	100	101	100	100
Total in group	147	489	371	177

A comparison between the two "pure" groups (1 and 2) and the others shows that with regard to their audience compositions the latter are more similar to the organizational press readers. This result indicates that reading of organizational press is a factor that causes a stratification into different groups of readers. The popular periodical press as a whole reaches an average of the population, but organizational publications are read more by certain active groups. This last point cannot be directly deduced from the contents of table 4, but will be discussed in more detail in the following section.

A further analysis of the average number of periodicals read by male and female readers within each audience group reveals that the differences are small as regards organizational publications. The average number of organizational periodicals read is approximately the same within each group where they are read, irrespective of what they are combined with.

However, the average is somewhat lower among women in the group where organizational press is combined with other periodicals (cf. Table A 8).

This pattern is not followed by the popular press. Among male readers there is a clear tendency: the number of popular periodicals read decreases when more periodicals of other kinds are consumed. The most periodicals of popular type are read in the group where no other types of periodicals are consumed (group 2) and the least in the multi-magazine group (group 4). This result suggests that the reading of popular periodicals may be a secondary activity which is dependent upon the amount of time at disposal. In that case this would be in line with previous assumptions. Among female readers the tendency is not quite as clear. On an average, the smallest quantity of popular periodicals is read in the 'multi-magazine group' here, too, but there is no clear pattern to be seen. The reason may be that the 'time-factor' is counteracted by the sex role behavior discussed earlier, or that on an average women have less time at thir disposal than men have.

8. PERIODICALS AND POLITICS

The main impression conveyed by the audience analysis is that organizational periodicals are consumed by a more active and interested group, while on the other hand popular periodicals are read by a population average. The main question in the following part of the analysis is how the reading of periodicals is related to people's level of information as regards political issuses and their activity in society. In that analysis there have been very small possibilities of isolating the effects of periodicals. In practice the analysis is limited to simple aspects of relationship. As a conclusion, though, an attempt is made at distinguishing the effects of periodicals.

Level of Information On Social Issues

Information on social issues is an ambiguous term. In this connection people's knowledge of social issues has been investigated through an achievement test with questions on one hand concerning Swedish political life (rules of election, majority situation in Parliament, party leaders, etc), on the other hand concerning current social issues and problems on the local scene.

The measure which has been used when testing the knowledge of social issues is a combination of these two dimensions. On the basis hereof a fivegrade scale has been constructed, where the value one indicates bad knowledge and the value five very good knowledge.

This measure of civic knowledge is now to be related to the reading of different categories of periodicals. To begin with, the organizational press is to be compared with the popular press. Table 5 shows how readers of organizational publications stand with regard to knowledge of social issues.

The analysis described here is a kind of analysis of variance. It can also be represented in the form of a coefficient, the so-called 'Eta coefficient'. It expresses the degree of relationship between the two variables invorlved in the analysis. It stands for the quotient of the variation between each group and the total variation and it can assume any valye between 0 and 1. The coefficient says nothing about the linearity or direction of the relationship. Thus a high value tells us that there is a relationship, but it can be either positive - knowledge of society increases with reading - or negative - knowledge of society decreases - or have any other characteristic. However, the relative comparison between types of periodicals is of interest. It shows that trade union publications have the highest Eta value (cf. table A 10).

The table suggests a connection between knowledge of society and reading of organizational periodicals. People who read at least one organizational publication generally have a higher average value with respect to knowledge of society and their share of very high level of information is larger. The more organizational publications people read, the higher the average value and the larger the proportion of well-informed people. In most cases the homogenity of the group increases, too - the dispersion is reduced.

Table 5. KNOWLEDCE OF SOCIETY BY READING OF SOME TYPES OF PERIODICALS

Type of periodicals	Number of periodicals read	Share of well-informed (%) 1)	Mean value as regards civic knowledge	Dispersion	N	Eta
Total organizational press	0	12	2,73	1,31	838	
	1	21	3,28	1,26	447	
	2	31	3,66	1,22	213	
	3	30	3,81	1,06	63	
	4	55	4,28	0,96	29	0,31
Total popular press	0	19	3,14	1,33	421	
	1	21	3,15	1,35	365	
	2	18	3,11	1,30	371	
	3	18	2,94	1,38	240	
	4	18	3,03	1,24	100	
	5	15	3,00	1,32	57	
	6	14	2,81	1,55	26	
	7	23	2,80	1,32	10	(0,07)

1) The scale of knowledge ranges from one (1) to five (5). One = almost no knowledge; five = very good knowledge of social issus.

The meaning of "reading many periodicals" can be discussed. What is the significance of such a measure? The way it is interpreted here is that it reflects people's attitudes to periodicals of different types. Thus, it is a measure of their willingness to expose themselves to information through periodicals. It is less a measure of the fact that the whole contents are actually read. The periodicals stand for a contact or a channel of information which one wish-

es to be exposed to.

The scope of the analysis can also be widened through studying what the relationship is between knowledge of society and reading of organizational press in different age groups and among men and women.

A comparison between civic knowledge and reading of periodicals among men and women shows that trade union and non-profit publications have approximately the same relationships (Eta = 0.21 and 0.20 respectively) among men, while among women only trade union publications (0.19) - and to some extent co-operative organization publications (0.16) - show any significant correlation with knowledge of society.

The most pronounced relationship between reading of organizational publications (total) and knowledge of society is found in the two middle-aged groups. In the age groups 25-35 years the relationship is rather weak. In all age groups the trade union publications are the most significant type - above all in the age group 35-45. In the oldest age group the non-profit publications have their strongest position with respect to the civic knowledge of the general public.

With regard to the general popular periodicals there is a faint tendency that knowledge of society decreases, the more of them people read. However, the dispersion is great within the groups and the relationship is weak. The same goes for the total reading of popular press, while the special interest publications are related to people's knowledge of society to the same extent as certain organizational periodicals, e.g. those published by economic organizations.

It is possible here, too, to make comparisons between men and women. As regards the male readers very few relationships can be observed. As regards women, the reading of special interest publications shows an obvious relationship with civic knowledge: The greater the stated interest in this kind of popular magazines, the higher the mean value as regards knowledge of society.

A comparison between the age groups shows that the relationship between knowledge of social issues and reading of popular press is greatest in the youngest and the oldest age groups. There is a tendency that more extensive reading of popular periodicals entails less knowledge of social issues. The relationship between special interest publications and knowledge of society within the different age groups shows great similarity to the organizational press and it is highest in the age group 35-55 years.

As regards other types of periodicals, reading of specialist and other periodicals has the strongest relationship with knowledge of society (Eta = 0.18). This is especially marked among men. There is a difference between the age groups. The significance of specialist publicaitons lies within the age group 35-55 years, while other periodicals have the strongest relationship with knowledge of social issues in the groups 15-45 years. This largely bears out the assumptions made in the previous section on the basis of the audience analysis (cf. table A 10).

Activity Within Associations

The third indicator of public engagement in social issues is the readiness to participate in association and organization activities. That is to say in this case activities in political, trade union and other associations and organizations. It seems reasonable to expect a relatively strong relationship between reading of organizational publications and activity in associations. Table A 11 presents an overview of this. But there it is shown that the reading has no stronger relationship with activity in organizations than

with knowledge of society (table 5). The explanation probably lies in the measure unsed for assessing the reading: the basis is the number of periodicals. It is more probable that the amount of contents read would produce a different result. However, the relationship is rather strong for all organizational publications (Eta = 0.29).

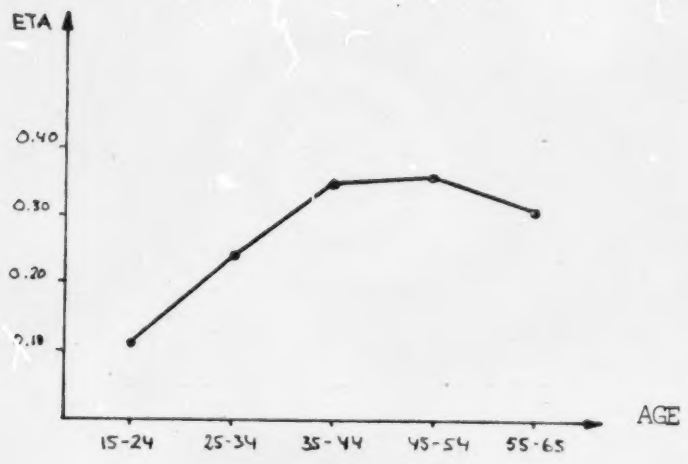
As regards reading of popular press the relationship is weaker and has a negative tendensy in part (table A 11).

A further analysis of the relationship between reading of organizational periodicals and activity in organizational life shows that it is most marked as regards non-profit and trade union periodicals. The difference between male and female readers is most evident with regard to these very categories. In the former case the relationship is strongest among women, while in the latter case this is true of male readers.

The relationship between reading of organizational press and participation in organizational life becomes stronger with increasing age. In the youngest age group the relationship is weak. But then it increases to decrease somewhat again in the oldest group (figure 2). The reasonable way of interpreting this graph seems to be that the middle-aged groups play the most prominent part in organizational life ande that the reading of organizational press is very frequent among them.

As regards the popular press, no such tendency can be found. It is true that the strongest relationships are found in older age groups here, but among the youngest ones there is a certain correlation, too.

Figure 2. RELATIONSHIP BETWEEN ACTIVITY IN ORGANIZATIONS AND READING OF ORGANIZATIONAL PRESS, BY AGE GROUPS.



Note: Reading refers to reading of total organizational press. Eta coefficient is described in text.

9. SIGNIFICANCE OF PERIODICALS

The main result is that the reading of organizational press is positively related to the two mentioned indicators of social activity. The more organizational periodicals a person reads, the greater the probability that he or she is engaged in social debate and formation of opinion. The number in itself is supposed to be of secondary importance, though. It is rather to be seen as an expression of the reader's attitude towards the organizational press. It has not been possible to observe any similar relationship with regard to popular periodicals - there is one indicator that rather points out a negative relationship. Within the organizational press the most pronounced relationships are found in connection with publications of non-profit and trade union organizations.

In this way an active group of readers of organizational press can be distinguished. It consists of people who are well informed about social issues and who regularly participate in organizational life. Moreover, the publications seem to be disseminators of information to the less active people within the organizations in question. On the other hand there is a large group of organization members who probably receive an organizational publication in their letter-box, but who have not mentioned this circumstance in the interview.

It is a difficult task to isolate the significance of the organizational press as regards people's relations to society. The attempt which has been made here has been founded on the assuption that factors that exert an influence on the social engagement of people bear a relation to the living conditions of the individual, chiefly sex, age and education. This last factor may be seen as a comprehensive measure of social position. A study of the significance of the organizational press within groups which differ in regard to these factors indicates that this kind of press is conducive to better knowledge of society within groups with a bad position as regards education: There is a great difference in civic knowledge between well-educated and less educated people among those who do not read any organizational publication. Among those who read several organizational publications this difference decreases markedly (table A 12).

It is important, though, to point out that this relationship must not be interpreted as a direct cause-effect connection - that if an individual reads more organizational periodicals he or she will become well-informed and engaged in social issues. On the contrary: the analyses indicate an interplay between several factors, where the organizational publications form only one element. Other factors are living conditions, interest in politics etc. What is of interest, however, is that the organizational press seems to play

no insignificant part in this connection.

The same kind of analysis has been tested on the group of popular periodicals. Here no relationships have been traced between reading of popular press and knowledge of society when sex and education have been kept constant. There is one exception: female readers of special interest periodicals. But this connection does not seem to be related to activity within organizational life. At the same time it is of interest to note that there exists such a difference between general popular periodicals and special interest periodicals.

10. PERIODICALS AND OTHER MASS MEDIA

Apart from periodicals there are, of course, a number of other mass media which can be assumed to play a similar role as regards people's activity in society. This is true of the daily press, radio and television. Also, the range of these other media is wider than that of the organizational press, e.g. Comparisons between periodicals and these media show that the daily press seems to be of the greatest importance for people's information on social issues. Those who are interested in the social issues in daily newspapers form a very well-informed group. Reading of such contents, just like reading of organizational press, seems to be able to make up for lack of formal education (table A 13).

Comparisons between mass media must be interpreted with the greatest caution. First it must be pointed out that the daily press and the organizational press should not be looked upon as two alternatives. Investigations of how people combine different mass media rather indicate that they complement each other. To a certain extent it is the same people who partake of the social issues in the daily press and who read the organizational periodicals. This

probably means that the two types of media serve two different purposes: the daily press supplies the daily flow of information while the organizational publications provide more analysis, comment and opinion from certain expressed points of view. They both reach an active and interested group of the public.

Table 6. SOME MEDIA CONSUMPTION GROUPS

OTHER MEDIA CONSUMPTION	AUDIENCES OF PERIODICALS; GROUPS THAT READ:							
	No periodical	Only popular periodicals	Only organizational periodicals	Only other periodicals	Popular and organizational	Popular and other	Organizational and other	Popular, organizational and other
At least three daily papers					+	+		+
At least two morning papers per day			+					
Reading of social issues in daily press			+	+			+	+
Reading of general issues in daily press		+			+	+		+
Radio P 1 daily			+				+	+
Radio P 3 daily	+	+			+	+		+
Television daily		+	+		+			

Note: + indicates that the audience of periodical in question is over-represented as regards consumption of stated other medium as compared with the average.

In this analysis television proves to have a relatively small significance for the knowledge of society among the active groups. This result must not be thought to mean that television has no significance at all. The role of television is on another level. TV news and information reach large groups of people who never read the social issues in the daily press or in organizational publications. There are reasons to expect that without television these

groups would be much less informed. To put it more incisively one could claim that TV information is primarily conducive to reducing lack of knowledge among the less informed. Surveys have borne out that the television medium has a great potential importance and can activate passive groups of citizens.

To sum up, the analysis of the media system indicates that it is hardly reasonable to assign certain defined functions to mass media. It seems more appropriate to claim that different consumer groups make use of media in different ways. People's usage is primarily decided by the use and the need that the individual has of what is offered by the media, and by the amount of time that the individual has at disposal.

11. CONCLUSION

The survy of the role of periodical press in the mass media society has principally been limited to three main spheres. What has been investigated is:

- its audience structure
- its relationship with activity in society
- its relationship with other media

The conclusions which have been outlined must be interpreted with the greatest caution. The patterns of relationship generally are very weak. The trends which have appeared in the analysis of the periodical press, however, can provide a basis for a concluding hypothesis about what it is that conditions people's choice of periodicals. The hypothesis says that the extent and type of reading of periodical publications are chiefly determined by two factors: the readiness to engage in social issues and the time at disposal ('spare time'). The significance of these two factors for the level of consumption is illustrated in a hypothetical way in the following scheme.

By social engagement is meant knowledge of and activity in social issues. Time at disposal stands for the time that the individual feels 'free' from work and other fixed activities. In other words the time at disposal can be said to constitute a 'passivity dimension' and the social engagement an 'activity dimension'.

		SOCIAL ENGAGEMENT	
		High	Low
TIME AT DISPOSAL	Much	Reads both popular periodicals and organizational periodicals	Reads much popular periodicals
	Little	Reads only organizational periodicals	Reads some popular periodical

The factors which have been discussed earlier - sex, age and education - are supposed in different ways to exert an influence on the social engagement of people as well as the time at their disposal. The table tries to map out, on the basis of previous results, the position of popular press and organizational press reading. It shows that relatively large groups with low social engagement read only popular press. Among those there is a large proportion of people with low education and with a passive interest in politics which they have no possibility or no ability to canalize in the form of social engagement. To a great extent they read popular press as a form of diversion. The reading of organizational press primarily forms part of other activities, and these periodicals are not made use of in the same way. They are read regularly but the selectivity when reading an individual copy is much greater than with regard to popular press, above all in the highly active group.

The relationship between the two dimensions which have been outlined is very hard to determine. There is much advocating that people's subjective experience of time as a cost has a great significance as an underlying factor. However, too little has been studied of the importance of this time aspect in human mass media consumption to allow of any further speculation.

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APPENDIX

CONTENT

A 1	Extract from interview questionnaire
A 2	Organizational periodicals
A 3	The 15 largest periodicals by circulation
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A 1 EXTRACT FROM THE QUESTIONNAIRE

Question 27	Do you usually read or look through any other periodicals or journals? I am thinking of those which are published by different trade unions, political parties and other organizations as well as consumers' magazines and technical journals.
1	DOES NOT READ OTHER PERIODICALS.
2	READS OTHER PERIODICAL/S. STATE NAME OF PERIODICAL/S IN HEAD OF SCHEDULE BELOW.
	QUESTIONS 28 AND 29 ARE ASKED FOR EACH ONE OF THE POPULAR MAGAZINES AND OTHER PERIODICALS STATED. FILL IN SCHEDULE HORIZONTALLY.
Question 28	Approximately how often do you read...(NAME OF MAGAZINE/PERIODICAL)? Doyou read or look through every issue, every second issue, every third issue, or do you read it more seldom?
	EVERY ISSUE
	EVERY SECOND ISSUE APPROXIMATELY
	EVERY THIRD ISSUE APPROXIMATELY
	MORE SELDOM
Question 29	Approximately how much do you read or look through in... (NAME OF MAGAZINE/PERIODICAL)? You can answer by use of this card.
	HAND OVER REPLY CARD 8
	READS PRACTICALLY THE WHOLE CONTENT
	READS ABOUT HALF THE CONTENT
	READS INDIVIDUAL ARTICLES
	CAN ONLY SPARE THE TIME TO SKIM THROUGH MAGAZINE/PERIODICAL.

A 2 ORGANIZATIONAL PERIODICALS

Type of organization	Total Number	Per cent	Within Groups Number	Per cent
Non-profit-making-organizations	492	48,2		
Religious			207	42,1
Temperance			21	4,3
Political Party			68	13,8
Environment Protection			16	3,3
Sports			54	11,0
Voluntary Defence			25	5,1
Trade Unions	100	9,8		
Blue Collar			36	36,0
White Collar			34	34,0
Academic			26	26,0
Economic Organizations	194	19,0		
Producer Co-operative			15	7,7
Consumer Co-operative			8	4,1
Buisness: Employers			9	4,6
Buisness: other			80	41,2
Individual Professions			67	34,5
Other Organizations	192	18,0		
Handicap			21	10,9
Immigrants			5	2,6
Leisure and Hobby			85	44,3
Student			57	29,7
Motor			7	3,6
Other	43	4,2		
Total	1.021	100,0		

A 3 THE 15 LARGEST PERIODICALS BY CIRCULATION

	Periodical	circulation by year	average circulation per issue
1.	ICA-kuriren	37,4	720 100
2.	Metallarbetaren	21,9	438 400
3.	Land	20,3	391 000
4.	Året Runt	20,1	387 400
5.	Hemmets Veckotidning	19,1	366 800
6.	Vi	17,3	339 300
7.	Hemmets Journal	14,4	277 200
8.	Allers	13,4	258 300
9.	Lektyr	12,7	245 009
10.	Vi Bilägare	12,5	520 700
11.	Kalle Anka	11,8	226 800
12.	Fib Aktuellt	11,6	223 800
13.	Svensk Damtidning	11,3	218 100
14.	Saxons Veckotidning	10,5	202 500
15.	Min Värld	9,9	190 800

A 4 GROUPS OF PERIODICALS BY CIRCULATION

Type of periodical	circulation by year	per cent	N
1. Organizational	211,5	38	765
Non-profit-making org.	40,0	7	377
Trade unions	82,2	15	88
Economic org.	71,2	13	157
Interest groups	16,7	3	122
Other org.	1,4	0	21
2. Governmental	6,7	1	25
3. Communal	3,6	1	42
4. Business	6,2	1	83
5. Popular	290,3	52	75
6. Specialist	24,0	4	145
7. Culture/general politics	14,6	3	138
8. Other	5,8	1	120
Total	562,7	100	1 393

A 5 READERS OF LEAST ONE PERIODICAL IN EACH GROUP BY INVESTIGATED COMMUNES

Type of periodical	Communes Malmö	Göteborg	Västerås	Leksand	Total
Non-profit-making org.	5	6	6	9	6
Trade union org.	29	22	37	28	29
Co-operative org.	12	11	19	21	16
Economic org.	10	8	10	12	10
Other org.	8	7	8	5	7
Org., total	43	38	56	51	47
Publications from public agencies	2	4	4	3	3
Popular publications, general	69	65	63	67	66
Special interest publications	25	21	34	31	28
Popular press, total	76	69	76	74	74
Specialist periodicals	13	8	18	10	12
Cultural and general political publications	1	2	4	4	3
Other periodicals	24	21	33	28	27
N	385	376	397	437	1595

A 6 PERIODICAL BY REGULARITY IN READING

Type of periodicals	Per cent of periodical read with every issue	every two/ three issues	more seldom	Total	N
Non-profit-making org.	92	6	2	100	115
Trade union org.	91	4	4	100	530
Co-operative org.	88	6	6	100	263
Economic org.	91	4	4	99	180
Other org.	92	5	4	101	114
Org. total	91	5	4	100	1 202
Publications from public agencies	95	5	0	100	60
Popular publications, general	61	24	14	99	2 228
Special interest publications	83	11	7	101	548
Popular press, total	65	22	13	100	2 776
Specialist periodicals	86	9	5	100	259
Cultural and general political publications	82	14	4	100	49
Other periodicals	88	7	5	100	609

A 7 PERIODICALS BY VOLUME OF READ CONTENT

Type of periodicals	Per cent of periodicals read with the whole content	About the half	Individual articles	Only look through	Total	N
Non-profit-making org.	50	15	25	10	100	115
Trade union org.	27	19	38	15	99	522
Co-operative org.	28	23	39	11	101	265
Economic org.	26	22	35	16	99	174
Other org.	42	21	33	4	100	112
Org., total	31	20	36	13	100	1 188
Publications from public agencies	49	26	23	2	100	61
Popular publications, general	39	25	29	7	100	2 183
Special interest publications	46	21	26	8	101	539
Popular press, total	40	24	29	7	100	2 722
Specialist periodicals	37	19	40	5	100	258
Cultural and general political publications	61	15	22	2	100	46
Other periodicals	49	15	27	9	100	60

A 8 READERS OF PERIODICAL OF DIFFERENT TYPE BY BACKGROUND FACTORS

Type of periodicals	Sex		Education			Age					Interest in politics	
	Male	Female	Low	Middle	High	15-24	25-34	35-44	45-54	55-65	High	Low
Non-profit-making org.	8	5	5	7	9	3	6	8	8	8	10	4
Trade union org.	36	22	28	29	39	16	32	35	33	30	39	22
Co-operative org.	15	17	15	16	19	8	14	19	21	21	22	12
Economic org.	11	9	10	8	14	4	5	16	15	13	14	8
Other org.	9	4	5	7	14	5	6	7	9	6	10	4
Org., total	54	41	46	43	61	28	43	62	57	52	63	37
Publications from public agencies	3	4	2	3	9	1	4	5	3	4	4	3
Popular publications general	56	75	66	70	56	77	63	62	63	64	62	70
Special interest publications	21	35	25	30	35	20	30	27	32	30	28	28
Popular press, total	64	83	73	77	68	82	72	71	73	70	70	77
Specialist periodicals	18	6	7	12	33	11	13	15	13	9	16	10
Cultural and general political publications	3	3	2	3	6	3	2	2	3	3	4	2
Other periodicals	29	25	21	30	41	27	29	29	23	25	35	21
N	792	803	838	535	215	327	380	264	311	313	638	951

Table A 9 COMBINATION OF PERIODICALS

Per cent of the interviewees who have read at least one periodical, in each combination of periodicals.

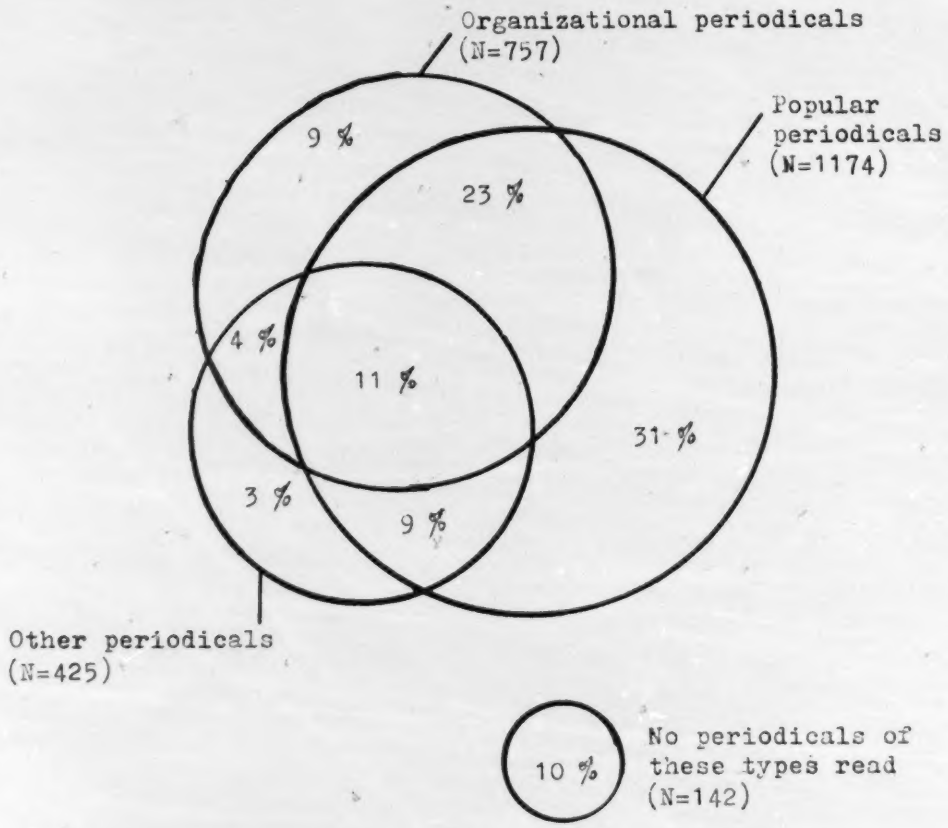


Table A 10 KNOWLEDGE OF SOCIAL ISSUES AND READING OF PERIODICALS

Type of organizational periodical	number of read periodicals, regulary	per cent person with very good knowledge[1]	mean of knowledge	mean deviation	N	Coefficient
Non-profit-making org.	0	17	3,03	1,34	1 490	
	1	35	3,85	1,07	96	
	2	-	4,25	0,71	8	0,16
Trade union org.	0	15	2,90	1,32	1 133	
	1	27	3,48	1,26	400	
	2	35	3,76	1,20	55	
	3	-	4,29	0,98	7	0,22
Co-operative org.	0	17	3,00	1,33	1 340	
	1	27	3,50	1,27	246	
	2	-	4,00	1,32	9	0,15
Economic org.	0	17	3,03	1,33	1 435	
	1	32	3,55	1,30	143	
	2	29	3,71	1,07	14	0,12
Other org.	0	18	3,04	1,34	1 490	
	1	31	3,74	1,13	96	
	2	-	4,00	1,07	9	0,13

[1] The scale of knowledge ranges from one (1) to five (5). One = almost no knowledge; five = very good knowledge of social issues.

(cont. tab. A 10)

Type of organizational periodical	number of read periodicals, regulary	per cent person with very good knowledge	mean of knowledge	mean deviation	N	Coefficient
Popular publications, general	0	22	3,25	1,32	547	
	1	20	3,14	1,33	414	
	2	17	2,96	1,34	315	
	3	11	2,78	1,28	185	
	4	19	3,11	1,33	75	
	5	11	2,80	1,39	35	0,13
Special interest publications	0	16	2,98	1,33	1 152	
	1	25	3,33	1,33	354	
	2	23	3,46	1,50	74	
	3	25	3,58	1,24	12	0,13
Publications from public agencies	0	18	3,06	1,33	1 542	
	1-	38	3,74	1,20	53	0,10
Specialist publications	0	16	3,00	1,33	1 403	
	1	35	3,70	1,23	145	
	2-	36	3,85	0,94	47	0,18
Cultural and general political publications	0	18	3,08	1,33	1 553	
	1	26	3,29	1,38	42	(0,05)
Other publications	0	15	2,94	1,31	1 170	
	1	27	3,44	1,32	299	
	2	32	3,46	1,30	82	
	3	31	3,76	1,12	29	
	4-	53	3,73	1,50	15	0,18

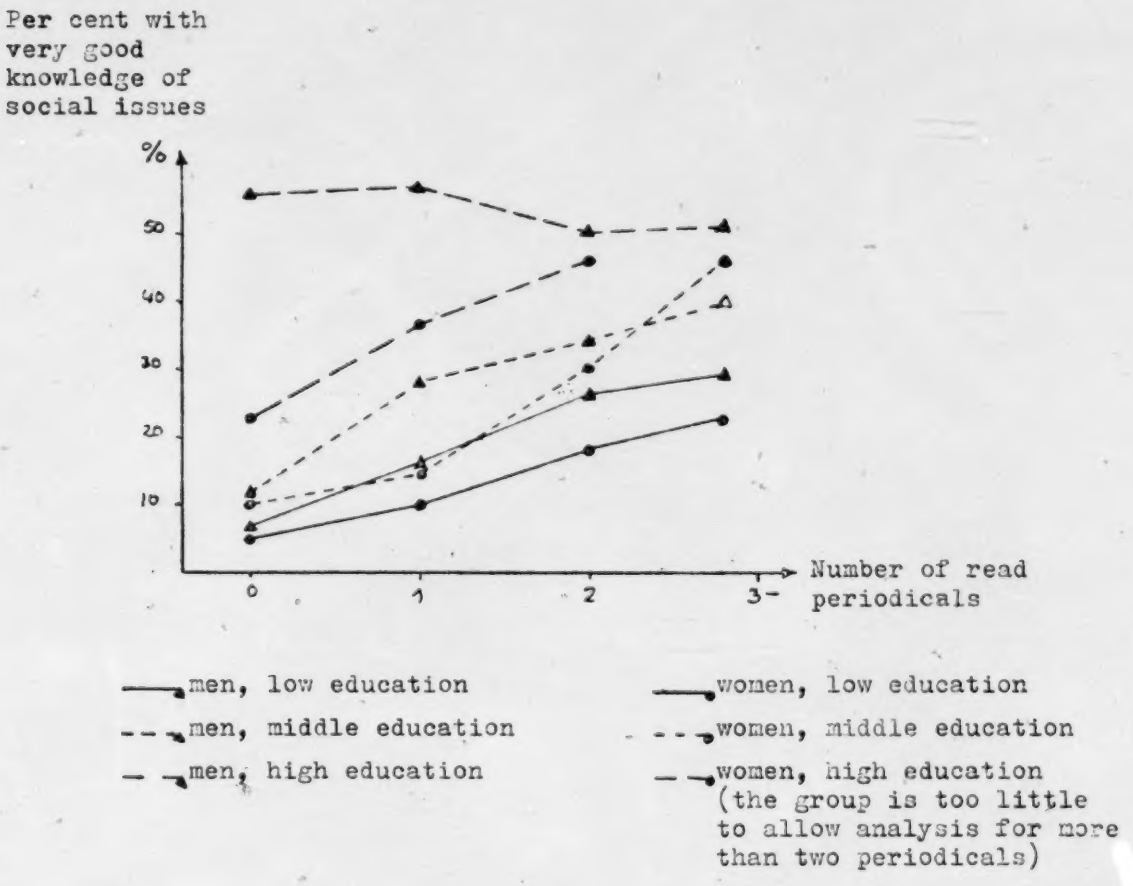
Efa-coefficient in bracket means no significance on the 99 per cent level.

Table A 11

ACTIVITY IN ASSOCIATIONS AND READING OF PERIODICALS

Type of periodical	number of read periodicals regularly	mean of activity in associations	mean deviation	N	Coefficient
Non-profit-making org.	0	1,39	1,00	1 490	
	1	2,06	0,94	96	
	2	2,00	0,93	8	0,16
Trade Union org.	0	1,29	1,01	1 133	
	1	1,76	0,91	400	
	2	1,87	0,88	55	
	3	2,00	0,63	7	0,22
Co-operative org.	0	1,40	1,01	1 340	
	1	1,64	0,99	246	
	2	1,44	1,01	9	0,09
Economic org.	0	1,40	1,00	1 435	
	1	1,66	0,98	143	
	2	2,21	1,05	14	0,12
Other org.	0	1,41	1,01	1 490	
	1	1,79	0,95	96	
	2	2,13	0,99	9	0,10
Org., total	0	1,18	0,93	838	
	1	1,60	0,97	447	
	2	1,78	0,94	213	
	3	2,02	0,91	63	
	4	2,14	0,83	29	0,29
Popular publications, general	0	1,59	1,05	547	
	1	1,42	0,99	414	
	2	1,31	0,92	315	
	3	1,34	1,01	185	
	4	1,32	0,99	75	
	5	1,34	1,11	35	0,12
Special interest publications	0	1,42	1,01	1 152	
	1	1,47	0,99	354	
	2	1,51	1,02	74	
	3	1,75	0,97	12	(0,06)
Popular press, total	0	1,55	1,05	421	
	1	1,50	1,04	365	
	2	1,36	0,92	371	
	3	1,30	1,00	240	
	4	1,39	0,98	100	
	5	1,26	1,03	57	
	6	1,42	0,95	26	
	7	1,00	1,16	10	0,11

A 12 PER CENT INTERVIEWEES WITH VERY GOOD KNOWLEDGE OF SOCIAL ISSUES AMONG GROUPS DIFFERING IN READING OF PERIODICALS BY SEX AND EDUCATION



Remark: Scale of knowledge is presented in table A 10

A 13 MASS MEDIA CONSUMPTION AND KNOWLEDGE OF SOCIAL ISSUES
Average and mean devation among different groups of mass media consumers

Type of media consumption	per cent with very good knowledge	Mean of knowledge [1]	mean deviation	N
Only one morning paper	17 %	3,0	1,3	596
One morning paper and one evening paper	14 %	3,0	1,3	437
Only two morning papers	35 %	3,6	1,3	163
One morning paper and two or more evening papers	13 %	3,2	1,3	107
Two or more morning papers and evening papers	37 %	3,7	1,3	103
Reading little general and little social-orienting content	11 %	2,6	1,3	445
Reading much general but little social orienting content	7 %	2,5	1,2	369
Reading little general but much social orienting content	36 %	3,9	1,1	371
Reading much general and much social orienting content	22 %	3,4	1,2	420
Daily listening to P 1 (news)	27 %	3,4	1,3	336
Seldom listening to P 1	12 %	2,8	1,3	920
Daily listening to P 3 (light music)	16 %	3,0	1,3	913
Seldom listening to P 3	25 %	3,5	1,2	274
Daily watching tv	18 %	3,1	1,3	972
Seldom watching tv	10 %	3,0	1,3	311

Remark: general newspaper content means: local news, crime and accidents, family news, house and cookings, letters to the editor, advertisements, radio-tv-news,

Social-orienting news means: editorials, culture and debates, home news, news from parliament (riksdagen), news from local politics.

1) of table A 10

STATSVETENSKAPLIGA INSTITUTIONEN
Göteborgs universitet

Förteckning över tidigare utkomna rapporter i statsvetenskapliga institutionens rapportserie

		Författare
1974:1	*Spridningen av ett informationsmaterial (Forskningsprojektet Samhällsplanering i samverkan)*	*Lennart Brantgärde*
1974:2	*Norrmalmstorgsdramat - En undersökning av Sveriges Radios nyhetsbevakning utförd på uppdrag av Radionämnden*	*Jörgen Westerståhl*
1974:3	*Attitudes of Political Organisations to Mass Media - Paper prepared for the ECPR Workshop on the political role of Mass Media, Strasbourg, 1974*	*Lars Aldemark Lennart Weibull*
1974:4	*Internationell radiokommunikation - En fallstudie på Sverige Del I. En innehållsanalys av Sveriges Radios sändningar till utlandet*	*Rutger Lindahl*
1974:5	*Internationell radiokommunikation - En fallstudie på Sverige Del II. En innehållsanalys av utländska radiosändares svenskspråkiga program riktade till lyssnare i Sverige*	*Rutger Lindahl*
1974:6	*Representative Local Government - Paper prepared for the ECPR Workshop on local government, Marstrand, 1974*	*Jörgen Westerståhl*
1974:7	*Electors and the Elected - Paper prepared for the ECPR Workshop on local government, Marstrand, 1974*	*Lars Strömberg*
1974:8	*Local Government Reforms in Sweden - Paper prepared for the International Conference on the current trends in local power and authority in the contemporary world, Warsaw, 1974*	*Lars Strömberg*
1974:9	*Samhällsinformation i fyra svenska kommuner (Forskningsprojektet Pressens Funktioner)*	*Lars Aldemark Lennart Weibull*

		Författare
1975:1	Regionalradio och regional-tv undersökningen - En första redovisning av innehållsanalysen	Jan Strid Lennart Weibull
1975:2	Samhällsplanering i samverkan - Riksorganisationerna	Lennart Brantgärde
1975:3	Samhällsplanering i samverkan - Kommunerna	Lennart Brantgärde
1975:4	Partipolitiska konfliktdimensioner i riksdagen	Sören Holmberg
1975:5	Samhällsplanering i samverkan - Distrikts-, lokalorganisationer, länsstyrelser	Lennart Brantgärde
1975:6	Samhällsplanering i samverkan - Erfarenheter från en informations-kampanj	Jörgen Westerståhl Lennart Brantgärde
1975:7	Kommundelsråden i Göteborg - Sammansättning och medborgarkontakter	Lars Strömberg Mårten Persson

		Författare
1976:1	*Finlandsbilden i svensk press*	*Claes-Olof Olsson*
1976:2	*Samhällsorientering och masskommunikation - Massmediernas betydelse för allmänhetens orientering i samhällsfrågor*	*Lennart Weibull*
1976:3	*Ljudradions bevakning av händelserna i Portugal - En undersökning avseende tiden 19 maj - 26 juli 1975 utförd på uppdrag av Radionämnden*	*Jörgen Westerståhl*
1976:4	*TV:s utlandsrapportering*	*Rutger Lindahl Jörgen Westerståhl*
1976:5	*Utredningsväsendet i Sverige - Personsammansättning och kostnader*	*Jan Turvall Folke Johansson*
1976:6	*Populärpressen i massmediesamhället*	*Lennart Weibull*
1976:7	*Tidskrifternas antal och storlek*	*Claes-Olof Olsson*

		Författare
1977:1	*Tidskrifter som informationskanaler i energifrågor - En analys utförd på uppdrag av Överstyrelsen för Ekonomiskt Försvar*	*Claes-Olof Olsson Lennart Weibull*